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# THEBOOK<sub>LA.com</sub>

by Elyse Glickman

**style**  
pick of the week

## Wallaroo Hats



### Cool Wool

Every season, certain fashion trends emerge that become beloved classics. This winter is no exception....Wool is in. In Southern California, where the sun is out most of the year, however, protection against its harmful rays is a must, even as the mercury drops. And in this style conscious city, a cotton cap may not work with that fab trench coat or leather bomber jacket you just purchased. This is where the **W Collection by Wallaroo** comes in to save the day, style-wise.

The high-end seasonal collection from Wallaroo is distinguished with its rich materials, earthy colors, and Euro-chic designs. What's inside, meanwhile, comes straight up from down under. The fabrics are tested by the Australian Radiation Protection Agency and block 97.5% of the sun's ultraviolet rays. Ultraviolet radiation, or UV, is present in sunlight. Just add some great shades and a good sunscreen and you're good to go.

Wallaroo Hat Company was founded by **Stephanie Carter** and **Lenya Shore** in April 1999, shortly after they discovered during an Australian holiday that hats held the key to the youthful look of Australian women. Based in Boulder, Colorado, the company has been devoted to merging style and sun protection. They first made a mark with their stylish summer hats for men, women and children, and then made a real statement by making charitable contributions over the past ten years to such charities as The Skin Cancer Foundation, the Airline Ambassadors International, Caroused of Happiness, Boulder Community Hospital Foundation, American Cancer Society, and many more. It is hoped the W Collection will bring them a wider audience, and that audience an awareness about protecting themselves throughout the year from the sun's harmful UV rays.

To view the entire collection, visit [www.wallarooohats.com](http://www.wallarooohats.com), to see why this line has become a favorite for **Cameron Diaz**, **Kate Capshaw**, **Brooke Shields**, **Amanda Peet**, **Courtney Thorne Smith**, **Kim Basinger** and **Marica Cross**. Most hats are around \$40 and are available locally at such boutiques as **Adventure 16**, **Three Bags Full**, **Suji**, **Fred Segal Hats** and **Ariane**.

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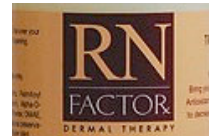
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